



Trade News

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TRADE NEWS is the monthly newsletter of the U.S. Commercial Service, U.S. Dept. of Commerce in North and South Carolina. It is distributed by email. To correct, add or delete an address, send complete contact information to the Columbia USEAC at the email address or fax # above.

Reminder! Export-Import Bank Representatives will be visiting North and South Carolina during the week of June 2-6.

Thomas Cummings and James Taylor, Business Development Officers with the Export-Import Bank of the U.S. will be available for one-on-one meetings. Their NC/SC schedule is: Mon., June 2 - Raleigh, NC; Tues., June 3 - Charlotte, NC, Wed., June 4-Fri., June 6 - South Carolina. To arrange an appointment to discuss how the Export-Import Bank can help you expand your export business, contact your local USEAC office.

Commerce Under Secretary Aldonas Discusses Chinese Trade Problems, Potential

- During May 22 testimony before the House, Commerce Under Secretary for International Trade Grant D. Aldonas said that the U.S. government "aggressively pursues China's compliance with its trade obligation." He told members of the House Appropriations Subcommittee on Commerce, Justice, State, the Judiciary, and Related Agencies "ITA's compliance office has initiated and addressed 275 investigations...which comprises 17 percent of all cases and more than any other country or economic area." These cases, he explained, include investigations of possible violation of a multilateral or bilateral trade agreements, other market barriers and unfair trade practices, and commercial disputes where a U.S. company has encountered problems with an existing transaction or venture. To view text of Aldonas prepared testimony, go to: http://www.ita.doc.gov/media/SPEECHES/0503/aldonas_052203.html

U.S.-Australian Free Trade Agreement: U.S.-Australian free trade agreement negotiations began the week of March 17, 2003, in Canberra, Australia, with subsequent negotiations held on May 19 and scheduled for July 21. The U.S. government plans to use the negotiations to strengthen the already significant bilateral commercial ties and to address barriers that U.S. exporters face in the Australian market. The U.S. government has highlighted a number of specific objectives for these negotiations. The U.S. will seek increased access to Australia's market through elimination of tariff and non-tariff barriers, which will benefit a broad range of U.S. sectors. It also will seek to facilitate the export of U.S. food and agricultural products to the Australian market, including the elimination of Australian government export monopoly arrangements, practices that adversely affect exports of perishable or cyclical agricultural products and any unjustified sanitary and phytosanitary measures. The U.S. will seek greater access to Australia's services market and the elimination of restrictions in the telecommunications, financial services, and other service sectors. It also will seek enhanced protection of intellectual property, including in the area of technology. The agreement will have provisions on labor and the environment. There will also be a state-to-state dispute settlement provision. To provide input on the FTA negotiations, contact Barbra Weisel at 202-395-6813 or bweisel@ustr.gov.

NAFTA Countries to Adopt IPPC Standard in 2003: Due to procedural hoops and delays, the U.S. government will push back the adoption of the International Plant Protection Convention (IPPC) standard for non-manufactured wood packaging (both hardwood and softwood) until August or September of 2003. The delay will not impact the decision to implement the IPPC standard; instead it will just give industry a couple of extra months to comply. The proposed U.S. program calls for a special relationship with Canada while Mexico will be treated like any other country. The similarity between the U.S. and Canada in their forest ecosystems, pest structures and quarantine procedures has led to this exception. Non-manufactured wood packaging originating in either country will not have to be marked or treated in accordance with the IPPC standard to flow freely across the border. Shipments destined for other countries should be marked or treated.

Industries to be Featured in Upcoming Commercial News USA Issues: **August 2003:** Building, Construction & Hardware; Automotive, Aviation & Marine Products, Equipment & Supplies; Electronics/Info.Tech/Telecommunications, Hotel & Restaurant Equipment; Food & Food Processing - Closing Date: June 10. **September 2003:** Medical/Scientific Products & Equipment, Industrial Equipment, Services & Supplies; Consumer Goods - Closing Date: July 9. For more information, contact your local USEAC or go to www.cnewsusa.com.



Take Advantage of the CEO Program at BIOTECHNICA

BIOTECHNICA, Europe's largest biotechnology show, will provide you with an opportunity to connect with more than 1,000 exhibitors and 13,000 visitors. Increase your overseas business activities and research collaborations through the CEO Corporate Executive Office) Program, organized by the U.S. Commercial Service of the U.S. Department of Commerce, held exclusively in the USA Pavilion. The CEO Program has been developed to meet the needs of the many American companies who wish to explore the trade fair venue as a gateway to international markets without the expense of a full-fledged exhibitor. For BIOTECHNICA 2003 the U.S. Commercial Service in Hamburg, Germany, will coordinate the CEO Program within the USA Pavilion. The all-inclusive fee for the CEO Program is \$1,500.

CEO provides its participants with a base of operations within the USA Pavilion, pre-arranged one-on-one business meetings with matching BIOTECHNICA attendees and exhibitors, on-site scheduling assistance, briefings, counseling and advice on which companies to approach at the fair. The CEO Program also provides a semi-private meeting space, access to office services (fax, phone, computer, printer, photocopying), a bar with refreshments and snacks, and an individual assistant assigned solely to the participating company for the duration of the show. The assistant provides translator/interpreter services, helps identify possible business contacts, arranges meetings and assists with other reasonable requests.

For details on the USA Pavilion and the CEO Program, please contact your local USEAC.

China Ban on Importation of Used Medical Devices - The U.S. Commercial Service Office in Beijing, China, has received numerous inquiries from companies inquiring about exporting used medical devices and equipment to China as a result of the announcement that medical equipment and supplies are in great demand to combat the SARS outbreak. Based on their most recent contact with the Department of Medical Devices of the State Food and Drug Administration (SFDA), we understand that the ban on importing used medical devices is in place. SFDA is studying this issue and, hopefully, after their study is completed, SFDA will set up registration procedures for used medical devices with testing standards and administrative guidelines. No timetable has been given for the reopening of the market for used medical devices, but there is speculation that it might happen next year. The China Red Cross Society has also clearly indicated that China does not accept used or refurbished medical equipment, however offered.

Peru - Pre-Shipment Inspection on the Road to Abolishment - U.S. export shipments to Peru soon may no longer need pre-shipment inspection. This inspection, which was mandatory on all shipments valued at more than \$5,000 (and used goods shipments of more than \$2,000) will be eliminated at the end of the year, lowering the overall cost of U.S. exports to Peru. A previous attempt by the Peruvian Congress to eliminate the oversight of shipments to Peru by private inspection firms met with a Presidential veto. Last week, however, the Economy Commission of Congress voted to eliminate the private customs' supervisory agencies, following the lead of the Foreign Commerce commission, which took a similar vote in early April. The full legislature now has to vote on the bill, which would eliminate the supervisory agencies as of Jan. 1, 2004. The cost of using pre-shipment inspection, which has been eliminated by most countries around the world, can be counted in time and money. The cost is currently one half of one percent of the FOB value, with a minimum charge of \$250. For more specific information, please check the SGS Group (verification, testing and certification company) website: <http://www.sgsgroup.com>.

Promote Your Products in South Africa Without Leaving Your Office! South Africa holds increasing potential for U.S. exporters of environmental products and services. The U.S. Department of Commerce will showcase American water technologies product literature at "Afrewater 2003", August 12-15, at the Sandton Convention Centre in Johannesburg. This event, which is held in conjunction with "Afribuild 2003", attracts over 4,000 visitors from all over Africa, Europe and Asia. You will receive high-profile exposure to thousands of visitors at the show. The Department of Commerce Team in Johannesburg will introduce your product literature to potential business partners and will provide you a list of all visitors who expressed interest in your firm. The cost to participate in the event is \$100. The deadline to apply is June 30th. For additional information on how to participate, contact Sandra Collazo, 202-482-0617 or Sandra_collazo@ita.doc.gov

Check Out These Valuable Resources:

- ✓ **SARS Information** - On May 14, 2003, the Center for Disease Control and Prevention (CDC) released two new important guidance documents regarding travelers arriving from affected areas. The first document, *Interim Guidance for Institutions or Organizations Hosting Persons Arriving in the U.S. from Areas with Severe Acute Respiratory Syndrome (SARS)*, will be of particular interest to offices hosting events that include participants from areas with SARS. The link to this document is: <http://www.cdc.gov/ncidod/sars/hostingarrivals.htm>. The second, *Interim Guidelines for Businesses and Other Organizations with Employees Returning to the U.S. from Areas with SARS*, will be of interest to any supervisors/employees that may have co-workers returning from areas with SARS: http://www.cdc.gov/ncidod/sars/business_guidelines.htm.
- ✓ **FTAA Newsletter** - To request a copy of the 6th Issue of the Free Trade Agreement of the Americas (FTAA) Update Newsletter, please email your request to: Office.Columbia@mail.doc.gov.

Trade Calendar for North and South Carolina June 2003

SPECIAL NOTE: - The USEACs in South Carolina will be hosting two Commercial Specialists from our overseas posts during the months of June and July. On June 25-27, Mawada Alwazir, Commercial Specialist at the U.S. Commercial Service in **Jeddah, Saudi Arabia**, will be visiting the Charleston USEAC. Madellon Lopes, Senior Commercial Specialist at the U.S. Commercial Service in **Toronto, Canada** will be visiting the Greenville USEAC from July 15-18, the Columbia USEAC from July 21-24, and the Charleston USEAC from July 25-30. If you would like to set up an appointment with Mr. Alwazir or Ms. Lopes, please contact your local USEAC. This is an excellent opportunity to learn more about the potential for your product/service in these markets and receive individualized follow-up when they return to their offices.

North Carolina:

- June 17:** **The World is Your Market: An Introduction to International Trade for Minority and Women-Owned Businesses** - Want to expand your customer base? A new effort called the Global Diversity Initiative works at both the national and local levels to identify minority and women-owned firms that are ready to export through the worldwide network of the U.S. Commercial Service. Discussions will specifically target the needs of minority and women-owned businesses and will focus on export compliance, direct sales, trade finance, and useful web sites. **Sponsors:** Greensboro USEAC and the Greensboro Chamber of Commerce; **Location/Time:** Greensboro Chamber of Commerce, 342 North Elm Street, Greensboro, NC from noon to 1:00 p.m. **Contact:** Ginger Plyler, Greensboro Chamber of Commerce, 336-510-1234, ext. 317, gplyler@greensboro.org.
- June 23:** **Export Opportunity Briefing** - An opportunity for small and medium-sized companies to become familiar with the export process and locally accessible federal and state government services to assist U.S. companies seeking to expand global markets. **Sponsors:** Congressman Cass Ballenger, The Catawba County Chamber of Commerce, Catawba County Economic Development Corp., Charlotte U.S. Export Assistance Center, SBA, SBTDC **Location:** Belk Centrum Auditorium, Lenoir-Rhyne College **Contact:** Juanita Harthun, Charlotte USEAC, 704-333-4886, Juanita.Harthun@mail.doc.gov.

South Carolina:

- June 18:** **Video Market Briefing with U.S. Commercial Service Office in Santo Domingo, Dominican Republic** - This Video Market Briefing will discuss export sales opportunities in America's largest single market in the Caribbean for exports and direct investment. In 2002, the total value of U.S. merchandise exported to the Dominican Republic was \$4.3 billion, of which South Carolina exported \$61.3 million. This Video market Briefing is also the first step in organizing a S.C. delegation to participate in ExpoUSA, September 16-18, 2003, in Santo Domingo where SC companies will be able to showcase their products and services while interviewing potential representatives. **Sponsors:** Greenville USEAC and S.C. Department of Commerce; **Location/Time:** SCDOC Presentation Center, 15th Floor, SouthTrust Building, 1201 Main Street, Columbia, 10:30 a.m. - 12:00 noon. Cost: Free, but pre-registration is required. **Contact:** Denis Csizmadia in the Greenville USEAC, 864-271-176, denis.csizmadia@mail.doc.gov or Amy Thomson, SCDOC, 803-737-0488, athomson@teamsc.com.



The U.S. and S.C. Departments of Commerce are Organizing a South Carolina Business Matchmaking Mission to Monterrey, Mexico - October 1-3, 2003

This mission will include five carefully screened Gold-Key appointments with reps, distributors, and partners; a pre-mission briefing and videoconference with the U.S. consulate in Monterrey; export finance strategy counseling with the U.S. Small Business Administration; a thorough background check on your final, selected Mexican Gold Key company; and networking events and opportunities. Last year, SC companies exported \$781.6 million worth of goods and services to Mexico—a 7% increase over the previous year during an economic downturn! Monterrey, a city of approximately 3.8 million people, was named by Fortune magazine as the best city in Latin America in which to do business. Moreover, the business culture in Monterrey is very similar to that of the U.S. You'll find a well-educated, hard working work force ready to do business with you. For more information, contact Denis Csizmadia, Greenville USEAC or Amy Thomson, SCDOC, tel: 803-737-0488, athomson@TeamSC.com.

